Bibliography

1. Argenti, Paul A. (2007) Strategic Corporate Communication. New Delhi, Tata McGraw – Hill Publishing Co. Ltd., Pages – 274

2. Bell, Arthur and Smith, Dayle M. (2010) Management Communication. USA, John Wiley and Sons, Pages – 608

3. Bueble, Elena (2009) Corporate Social Responsibility: CSR Communication as on instrument to consumer relationship marketing. Norderstedt Germany, GRIN Verlage, Pages – 120

4. Chaturvedi, Pradeep (1999) Financing of energy sector in developing countries. New Delhi, Concept Publishing Company, Pages – 303

5. Copley, Paul (2004) Marketing Communications: Management, concept and theories, cases and practices. Butterworth Heinemann, Pages - 441

6. Dhawan, Jithin (2007) The Changing Face of Indian Economy. New Delhi, Atlantic Publishers and Distributors, Pages – 400

7. Doorley, John and Gracia, Fred (2006) Reputation Management : Key to successful Public Relations and Corporate Communication. New York, Routledge, Pages – 432

8. Duncan, Tom (2005) Principles of Advertising & IMC. New Delhi, Tata McGraw – Hill Publishing Co. Ltd. Pages – 733

9. Etang, Jacquie L, and Pieczka, Magda (2006) Public Relations: Critical debates and contemporary practice. New Jersey, Lawrence Erlbaum Associates Incorporations, Page – 513

10. Ganesh, G. (2001) Privatization in India. New Delhi, Mittal Publications, Page - 302

11. Garg, Anjali, Kabra, Manisha and Kacker Rakesh (2003) Regulatory Reforms in India: Effectiveness, efficiency and impact. New Delhi, The Energy and Resource Institute, Pages – 169.

12. Grunig, James E. (1992) Excellence in Public Relations and Communication Management. New Jersey, Lawrence Arlbaum Associates Incorporates, Pages – 666

13. Heath, Roberts Lawrence (1994) Management of Corporate Communication: from interpersonal contacts to external affairs. New Jersey, Lawrence Erlbaum Associates Incorporations, Page – 306.

14. Heath, Robert Lawrence (1994) Management of Corporate Communication : from interpersonal contacts to external affairs. New Jersey, Lawrence Erlbaun Associates, Pages – 306

15. Heath, Robart Lawrence (1997) Strategic Issues Management: Organizations and Public Policy Challenges. California, SAGE Publications Incorporations, Pages – 410

16. Jadhav, Narendra and Others (2005) Re-Emerging India – A Global Perspective. Hyderabad, The ICFAI University Press, Pages – 397

17. Kale, Sunila Shartkumar (2007) Power Steering: The Politics of Utility Privatization in India. UK, UMI Micro Form, Page – 301

18. Kaul, Asha (2006) Effective Business Communication. New Delhi, Printice Hall of India Pvt. Ltd, Pages - 180

19. Kitchen, Phillip and Schultz, Don (2001) Raising the Corporate Umbrella: Corporate communication in the 21st Century. New York, Palgrave, Pages – 407

20. Mehra, Anurag (2009) Advertising Management: Media approach for market research. New Delhi, Global India Publications Pvt. Ltd. Pages – 312

21. Mehta, Rakesh (2007) Delhi's Experience with Reforms in Power Sector – Review after 5 years 2002-2007. New Delhi, Department of Power, Pages – 32

22. Melewar, T. C. (2008) Facets of Corporate Identity, Communication and Reputation. New York, Routledge, Pages – 233

23. Ministry of Power (2003) Reports on India's Power Sector. New Delhi, Govt. of India, Pages – 424

24. Mishra, R. K. and NAVIN, B. (2002) Restructuring Public Enterprises in India: Privatization and disinvestment. New Delhi, Mittal Publications Pages – 232.

25. Mishra, R. K. & Others (2006) Economic Liberalization and Public Enterprises. New Delhi, Concept Publishing Company, Pages – 260

26. Moin, Geon Bertrand (2002) Corporate and Organizational Identities: Integrated Strategy, Marketing, Communication and Organizational Perspectives. London, Routledge, Pages – 201

27. Mooij, Jos (2005) The Politics of Economic Reforms in India. New Delhi, Sage Publications India Pvt. Ltd., Pages – 362

28. Narayan, B. (1999) Communication Management. New Delhi, APH Publishing Corporation, Pages – 290

29. Pathak, Ajeet (2009) Public Relations Management; New Delhi, Ocean Books (P) Ltd. Pages – 371

30. Ramchandran, K. S. (2007) Economic Environment of India. New Delhi, Northern Book Centre, Pages – 480

31. Reddi, C. V. Narasimha (2009) Effective Public Relations and Media Strategy. New Delhi, PHI Learning Pvt. Ltd. Pages – 512

32. Saigal, Omesh (1994) Problems and Prospects of Industrial Development in a metropolitan City : A case of Delhi. New Delhi, Mittal Publications, Pages – 300

33. Sen, Leena (2004) Communication Skills. New Delhi, Printice Hall of India Pvt. Ltd, Pages – 197

34. Singh, P. P. (2005) Communication Management. New Delhi, Mayor Enterprises, Pages – 364

35. Sharma, V. K. (2004) Electricity India Vision – 2027- Roadmap for sustainable power development and power sector directory. New Delhi, Galgotia Publications Pvt. Ltd., Pages – 674

36. Slowe, Philip Hen (2002) Public Relations: A practical guide to the basics. U.K., Clays Limited, Pages – 152

37. Smith, Lyn and Mounter, Pamela (2008) Effective Internal Communication; London, Cogen Page Ltd., Pages – 240

38. Swann, Patricia (2010) Cases in Public Relations Management; New York, Routledge, Page – 400

39. Tripathy, P. S. (2009) Communication Management : A global perspective. New Delhi, Global India Publications Pvt. Ltd., Pages – 312

40. Vedavalli, Rangawami (2007) Energy for Development: 21st Century Challenges of Reform and Liberalization in developing countries. U.K., Wimbledon Publishing Company, Pages – 487

41. Victor, David G. and Heller, Thomas C.(2007) The Political Economy of Power Sector Reform: The experience of five major developing countries. U.K., Cambridge University Press, Pages – 352